



## PE8 Action: Community Campaigns

3 Points

6 Points

9 Points

12 Points

### A. Why is this action important?

Community-scale campaigns can be an effective way to encourage adoption of new, innovative technologies to generate value and savings for consumers while simultaneously advancing New York State's clean energy goals. Heating and cooling in buildings represent 32 percent of New York State's combustion-related greenhouse gas (GHG) emissions. Reducing emissions in homes, through community-scale campaigns, will help the state meet its ambitious GHG reduction mandates. In addition, well-organized campaigns are a great way for local governments to be active and visible in their communities.

### B. How to implement this action

This action awards Climate Smart Communities (CSC) certification points for the successful completion of the NYSERDA Clean Energy Communities Community Campaigns high-impact action. Local governments can receive CSC points for completing one or more of the following campaigns: Community Solar, Electric Vehicles, Clean Heating and Cooling and Energy Efficiency, and Demand Response.

For guidance on implementing one of these campaigns, see the Community Campaigns Toolkit available at [www.nyserda.ny.gov/cec](http://www.nyserda.ny.gov/cec).

Municipalities interested in this action can receive free technical assistance from the Clean Energy Communities Coordinators that are available across New York State. Contact [cec@nyserda.ny.gov](mailto:cec@nyserda.ny.gov) for more information.

### C. Time frame, project costs, and resource needs

A typical campaign lasts from two to eight months, which includes planning and outreach. Project costs may include staff time for compiling and distributing materials and attending outreach events. Other costs may include printing and mailing information, and other expenses tied to outreach events (room and equipment rentals, refreshments, flyers, etc.). Many local governments rely on volunteers for some activities.

### D. Which local governments implement this action? Which departments within the local government are most likely to have responsibility for this?

This action is applicable to all types of local governments. Departments that are most likely to be involved can vary; they may include the chief elected official's office, sustainability staff, planning departments, or boards and committees that manage energy and climate efforts in the local government. Local partner organizations and volunteers may also be involved.

### E. How to obtain points for this action

CSC points are available for local governments that submit documentation showing NYSERDA approval for the following campaigns:

POSSIBLE POINTS

Community Campaign for Community Solar	3
Community Campaign for Electric Vehicles	3
Community Campaign for Clean Heating and Cooling and Energy Efficiency	3
Community Campaign for Demand Response	3

#### **F. What to submit**

Submit documentation of approval from NYSERDA for completion of one or more of the campaigns that are part of the Clean Energy Communities Community Campaigns high-impact action. Indicate the approximate start and end date of each community campaign.

All CSC action documentation is available for public viewing after an action is approved. Action submittals should not include any information or documents that are not intended to be viewed by the public.

#### **G. Links to Additional Resources or Best Practices**

- [NYSERDA Clean Energy Communities Program](#)

#### **H. Recertification requirements**

To maintain status as a certified Climate Smart Community, recertification is necessary every five years. The recertification requirements of this action are similar to the initial requirements, but applicants for recertification must show that the campaigns were implemented within the last five years from the application date. Approved submissions for this action will be valid for about five years.